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Contract

Media Planning and Buying

Heriot-Watt University

F03: Contract award notice

Notice identifier: 2024/S 000-027391

Procurement identifier (OCID): ocds-h6vhtk-044da2

Published 28 August 2024, 10:04am

Section I: Contracting authority

I.1) Name and addresses

Heriot-Watt University

Moyen House, Research Park North, Heriot-Watt University

Riccarton, Edinburgh

EH14 4AP

Contact

Richard Kinghorn

Email

R.G.Kinghorn@hw.ac.uk

Telephone

+44 1314513704

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://hw.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00307

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Planning and Buying

Reference number

HWU-UK-2324-209-00

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

The University seeking an agency for Media Planning and Buying that will cover all media buying requirements for student recruitment (both on-campus, HW Online, Edinburgh, Dubai and Malaysia), Graduate Apprenticeships, Enterprise, Staff Recruitment and general promotion over a range of media types, and across a range of UK and international markets

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £262,500 / Highest offer: £861,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Heriot-Watt University

Riccarton Campus

Edinburgh

EH14 4AS

II.2.4) Description of the procurement

The University seeking an agency for Media Planning and Buying that will cover all media buying requirements for student recruitment (both on-campus, HW Online, Edinburgh, Dubai and Malaysia), Graduate Apprenticeships, Enterprise, Staff Recruitment and general promotion over a range of media types, and across a range of UK and international markets.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 75

Cost criterion - Name: Commercial / Weighting: 25

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-010053](#)

Section V. Award of contract

Contract No

HWU-UK-2324-209-00

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 August 2024

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 7

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Hunterlodge Group Ltd

171 High Street

Rickmansworth

WD3 1AY

Telephone

+44 07787576993

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £262,500 / Highest offer: £861,000 taken into consideration

Section VI. Complementary information

VI.3) Additional information

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts(Scotland)Regulations 2015.

Tenderers will be asked to submit the following forms. These forms are for information only and will not be scored : Form of Tender, Bona Fide Tender, Freedom of Information, Supply Chain Code of Conduct.

The Successful Tenderer must confirm that they comply with the requirements of the

Modern Slavery Act 2015.

The Successful Tenderer will be required to provide two years audited accounts, or equivalent prior to awarded to the Contract, or confirm in their tender submission the publicly accessible, free, online location of accounts if available in such a format.

There must be no qualification or contra-indication from any evidence provided in support of the Contractor's economic and financial standing.

Where the capability & capacity of a subcontractor, members of a consortia or any other body will be relied on, separate SPD(s) are required from each of those other parties relied on.

Where subcontractors are to be used but their capability & capacity are not relied on, the University may choose to request separate SPD(s).

The buyer is using PCS-Tender to conduct this ITT exercise.

The Project code is 26421. The ITT code is 54316

(SC Ref: 776397)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court and Justice of the Peace Court

Edinburgh

Country

United Kingdom